

NORTH CAROLINA EDUCATION LOTTERY

PLAYSTATION

Retailer Information Guide



The North Carolina Education Lottery (NCEL) is excited to announce the production and distribution of the NEW Multi-User Playstation!

Playstations will keep players up-to-date on all new Instant Games while updating the continually growing online games. This innovative marketing tool will help increase player awareness, maintain a high level of excitement, and increase SALES!

Playstation Features and Benefits:

Playstations serve as a four-in-one tool for North Carolina Education Lottery (NCEL) retailers: display area, storage, information center, and increased counter space. They have a minimal footprint of only 24" x 16.75", are quick and easy to assemble and lightweight.

Display

There are two large areas for display: one is for displaying Powerball Winning Numbers, the other is for current Lottery signage. The displays are easily changed by sliding the paper out of the slots on the side of the Playstation.

Storage

The cabinet in the lower section of the Playstation will house boxed ticket packages of playslips and brochures.

Information and Play Area

The bins in the midsection of the Playstation will hold a stack of How-to-Play brochures and play slips.

With the NCEL Playstation, Lottery players will be able to take their time in playing and will have a more enjoyable play experience. The counter space

by the registers will be kept clear for Lottery and non-Lottery sales.

Placement

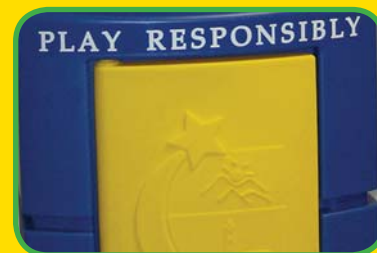
To maximize the Playstation, it should be placed in a high traffic, highly visible location inside your store. Coffee bars, cooler areas and food court locations are all opportune places for a Playstation.

To avoid terminal problems, keep the Playstation inside your store. High humidity and the elements can adversely affect the playslip paper and as a result, terminal transactions.

- > **DISPLAY:** Change and update signage for colorful, up-to-the minute, call-to-action Lottery information



- > **STORAGE:** easily accessible and out-of-the way storage space for pencils, extra play slips and how-to-play brochures



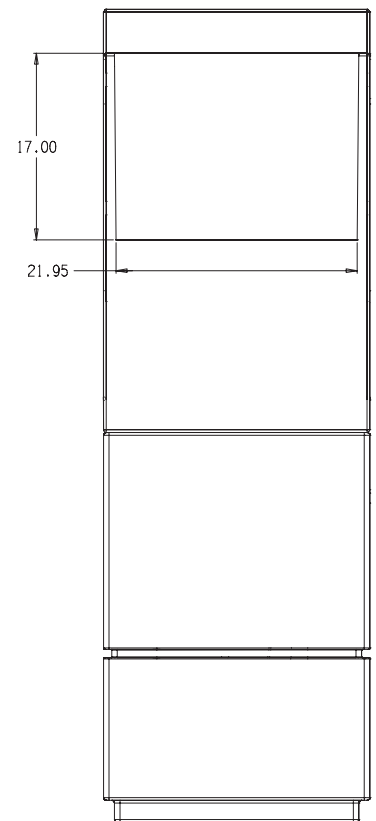
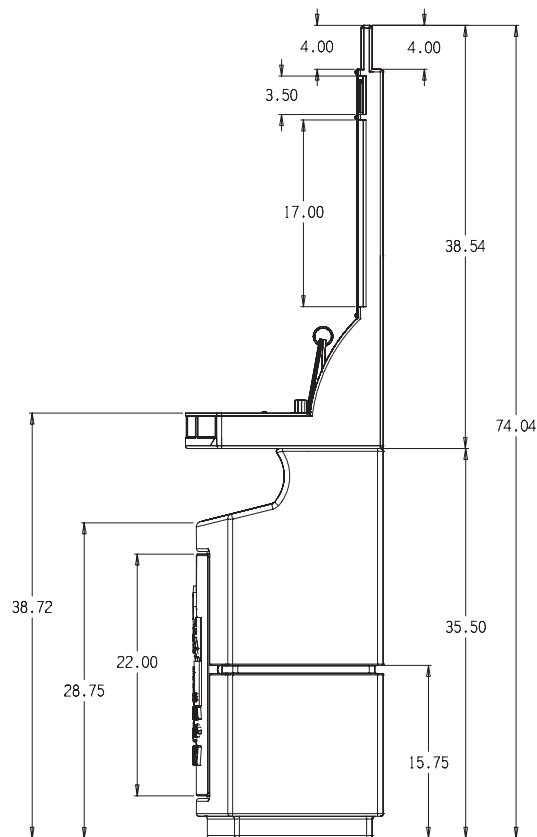
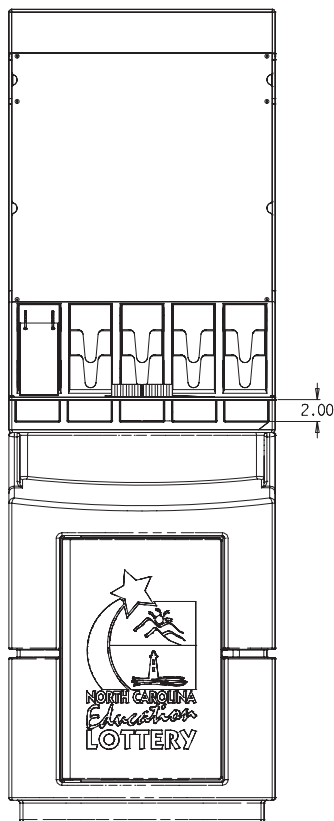
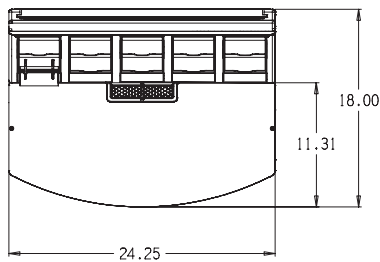
- > **INFORMATION AND PLAY AREA:** for storing play slips and How-to-Play brochures



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PLAYSTATION

Dimensions



North Carolina Education Lottery
2100 Yonkers Rd.
Raleigh, NC 27604

www.nc-educationlottery.org